



WEWS

ORDER

Print Date 09/24/12

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Flight Dates 09/24/12-10/07/12

Contract / Revision 311916 /

Original Date / Revision
09/21/12 09/21/12

Advertiser Protect Your Vote Ohio

New till 09/09/13

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

OH Protect Your Vote 2012. Issue :

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 2724

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 82700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	17	\$40,800.00	\$48,000.00	0.00
October 2012	13	\$29,495.00	\$34,700.00	0.00
Totals	30	\$70,295.00	\$82,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	17	\$40,800.00	\$48,000.00
10/01/12	10/07/12	13	\$29,495.00	\$34,700.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	09/24/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$1,300.00	P-1	0.00 NM	9	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5		\$1,300.00		0.00			
Week:		10/01/12	10/07/12	MTWT---			4		\$1,300.00		0.00			
N 2	WEWS	09/24/12	10/07/12		CM	6-630p	MTWTF--	:30	5	\$3,000.00	P-1	0.00 NM	10	\$30,000.00



WEWS

Print Date: 09/24/12

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Contract / Revision **311916** Flight Dates **09/24/12-10/07/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Protect Your Vote Ohio** Product **OH Protect Your Vote 2012.** Estimate # **2724**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 6-630p News											
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$3,000.00		0.00						
Week:		10/01/12	10/07/12	MTWTF--	5		\$3,000.00		0.00						
N 3	WEWS	09/24/12	10/07/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,500.00	P-1	0.00 NM	2	\$5,000.00	
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$2,500.00		0.00						
Week:		10/01/12	10/07/12	-----S	1		\$2,500.00		0.00						
N 4	WEWS	09/24/12	10/07/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	5	\$4,000.00	P-1	0.00 NM	9	\$36,000.00	
				M-SU 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF-S	6		\$4,000.00		0.00						
Week:		10/01/12	10/07/12	M-W-F--	3		\$4,000.00		0.00						
Totals													30	\$82,700.00	